



Cultura Mainstream. Como nacen los fenomenos de masas (Mainstream) (Spanish Edition) (Ensayo (Punto de Lectura))

By Frederic Martel

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Avatar, Shakira, Spielberg, Mujeres desesperadas, Slumdog Millionaire, Disney, Michael Jackson, MTV... Que hay detras de esta cultura que gusta a todo el mundo... en todo el mundo? El sociologo y periodista Frederic Martel ha llevado a cabo una ambiciosa investigacion de mas de cinco anos por treinta paises, entrevistando a mil doscientas personas en todas las capitales del entretenimiento, de Hollywood a Bollywood, de Tokio a Miami, del cuartel general de Al Yazira en Qatar a la sede del gigante Televisa en Mexico. Y su conclusion es inquietante: la nueva guerra mundial por los contenidos ha comenzado. En el corazon de esta lucha: la cultura mainstream, originalmente disenada en Estados Unidos y que extiende su influencia hasta el ultimo rincon del planeta. A la vez, emergen nuevos paises con sus propias diversiones masivas. Internet multiplica su poder. En India, Brasil o Arabia Saudi se compete por dominar la web. Se quiere controlar las palabras, las imagenes y los sueños.

ENGLISH DESCRIPTION: Avatar, Shakira, Spielberg, Desperate Housewives, Slumdog Millionaire, Disney, Michael Jackson, MTV... What is it about these cultural phenomena that attracts everyone, everywhere? Sociologist and journalist Frédéric Martel devoted over five years of research, interviewing 1,200 people in the entertainment capitals of thirty countries from Hollywood to Bollywood, Tokyo to Miami, Al Jazeera's headquarters in Qatar to Televisa's headquarters in Mexico City to draw an worrying conclusion: a new world war to control words, images and dreams has begun.

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